

## **BUSINESS: Retail**

### **Benefits: CUSTOMERS**

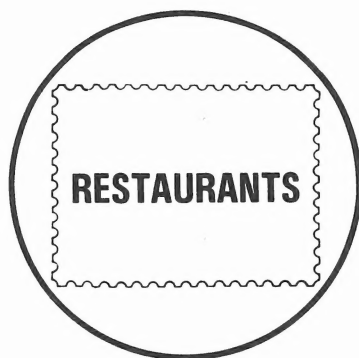
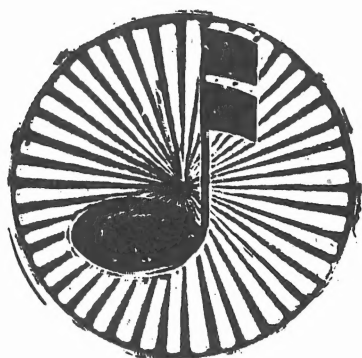
- Relaxes shoppers/increases buying.
- Masks over conversations/distracting noises.
- Provides warm, friendly atmosphere.
- Eases subjective waiting time.
- Reduces complaints.

### **Benefits: EMPLOYEES**

- Relieves tensions.
- Lifts spirits & morale.
- Increases efficiency.
- Maintains positive attitude.
- Increases individual sales.

### **Benefits: MANAGEMENT**

- Reduces idle talk/petty bickering.
- Reduces absenteeism/tardiness.
- Reduces turnover/hiring/training.
- Reduces errors/boredom from repetitive tasks.
- Improves communications (paging/public address).
- Provides positive image & goodwill.
- Improves customer relations.
- Provides competitive advantage.
- Increases sales & profits.



## **BUSINESS:** **Restaurant**

### **Benefits: PATRONS**

- Create specific mood (restaurant theme).
- Mask over conversations/noises.
- Provide privacy & relaxation.
- Eases subjective waiting time.

### **Benefits: EMPLOYEES**

- Reduces fatigue & tension.
- Stimulates tipping.
- Relieves boredom.
- Improves morale & attitude.
- Increases efficiency.

### **Benefits: MANAGEMENT**

- Increase productivity/profits.
- Reduce petty bickering & embarrassment.
- Reduce absenteeism/turnover/hiring/training.
- Improve communications (paging/public address).
- Improve customer relations.
- Beats competition.

# **radio has its place- but not in your place of business!**

**You wouldn't think of playing your television set for your customers or employees.**

**So why play the radio?**

**Stop and consider that commercials, news breaks, station identifications and weather forecasts throughout the day—could be costing you money (and be irritating to many folks entering your door.)**

**It's our business to help you select the right music environment that can soothe, sell or stimulate. We call it 3M Business Music.**





Create the "Buying Mood"

# Sound System Analysis

1. How would you categorize your type of business?

☐ Retail Sales

☐ Medical

☐ Other \_\_\_\_\_

☐ Office

☐ Financial

☐ Mfg.

☐ Food Service

2. Let's analyze your present sound system, does your system use:

A. Speakers?

1. What Type

☐ Ceiling

☐ Wall

☐ Other \_\_\_\_\_

B. Microphone?

1. What Type

☐ Desk

☐ Wall

☐ Counter

2. Used For \_\_\_\_\_

C. Music?

1. ☐ On Location (supplier) \_\_\_\_\_

2. ☐ Piped-in (supplier) \_\_\_\_\_

3. ☐ Radio

4. ☐ Other

5. ☐ Own or lease.

3. Score on a scale from 1 (low) to 10 (high), how would you rate your present environment as to the following?

Score:

\_\_\_ A. Is your present environment relaxing customers and increasing buying habits?

\_\_\_ B. Does your environment have distracting noises and conversation?  
(10 No Noise — 1 High Noise)

\_\_\_ C. Is your environment providing a warm, friendly atmosphere?

\_\_\_ D. Does your environment compliment a special interior mood or theme?

\_\_\_ E. Does your environment ease subjective waiting time and reduce customer complaints?

F. How does your present environment affect your employees:

\_\_\_ 1. Is it an aid in relieving employee tension?

\_\_\_ 2. Does it help to maintain a positive employee attitude?

\_\_\_ 3. Is it assisting in reducing employee tardiness and absenteeism?

\_\_\_ 4. Does it aid in reducing employee errors, boredom and increase employee efficiency?

\_\_\_ G. Does your environment give you a positive image and a competitive advantage?

\_\_\_ H. Does your total environment have a positive effect on increased sales and profits?

\_\_\_ ÷ 11 = \_\_\_\_\_  
Total Score                      Environmental Average

4. What would you like to see improved in your present business environment?

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# 3M Cantata® Business Music Libraries

## Smooth

### **Smooth & Easy (SE-526)**

Low key, high quality background music. Recognizeable tunes designed to soothe and relax. 24 hours

### **Rhapsody I & II (RH-185, RH-295)**

An outstanding collection of "beautiful" music. Rhapsody is cascading strings with delicate shadings — flowing to full orchestras with rich melodies. 10 hours each

### **Elegance (EL-236)**

Romantic music from Mozart to Mancini. Predominantly strings present an audio picture of charm, graciousness and refinement. 10 hours

## Variety

### **Variety (V-168)**

Sounds, tempos and arrangements selected to give a bright lift in the day. 24 hours

### **Contempo (C-300)**

Light and lively selections. Modern arrangements of old favorites are skillfully programmed to blend with current tunes. 24 hours

### **Bright & Lively (BL-707)**

A long play collection of sparkling, contemporary music. The bright & lively tempo compliments a warm, friendly business environment. 24 hours

### **Cavalcade (CA-264)**

Fits a broad appeal. Includes selections from popular music through easy-flowing jazz and smooth listening. 16 hours

### **Variety Highlights (VH-156)**

Popular hits programmed to fit most business environments. Orchestrated in a light, contemporary style. 10 hours

### **Light & Bright (to be released)**

Original artist instrumentals blended with contemporary favorites from 3M's music catalog. 20 hours

## Uptempo

### **Energy (E-329)**

Disco and soul sounds in the foreground. Produced and recorded by top artists and groups who made the hits popular. 20 hours

### **Uptempo (U-825)**

Popular sounds, instrumentals and vocals. A blending of all-time favorites in modern arrangements and instrumentations. 16 hours

### **Modified Rock (MR-170)**

Rock with an easy beat — the modern sound for anywhere the young-at-heart work or play. Appeals to a wide range of age groups. 16 hours

### **Odyssey (DY-188)**

Foreground music for businesses in the foreground. Modern sounds from current composers extend an upbeat welcome to customers. 16 hours

### **Zodiac (Z-025)**

A broad spectrum of contemporary music with a beat — blended with rhythmic ballads. 16 hours

## Country

### **American Country (A-169)**

Folk-country, bluegrass, country/pop and rock-a-billy featuring the golden standards of country music. 16 hours

### **Nashville (NA-288)**

Direct from Nashville by Nashville artists: the golden standards and current hits of Country to convey a relaxed, natural environment. 16 hours

## Specialty

### **Honky Tonk (HT-702)**

Music to capture the carefree moods of yesteryear. Tunes of the gay 90's, banjo pickin', Dixieland jazz and ragtime. 12 hours

### **Classical (CL-366)**

Bach, Beethoven, Strauss, Chopin, Tchaikovsky, Debussy...fine selections of classical music by some of the world's most cherished composers. 12 hours

### **Emerald Isle (EI-349)**

To celebrate the green. Traditional Irish songs and instruments — with jigs, reels, polkas, marches, folk songs and ballads. 5 hours

### **Italian (SI-250)**

From the romantic Venetian ballad to the tarantella, favorite Italian songs blended with contemporary music, selected to convey the musical spirit of Italy. 12 hours

### **Bavarian (SB-200)**

Colorful Black Forest images with sounds of the polka and waltz, marches and folk songs, played on traditional German instruments. Blended with complementary music selections. 12 hours

### **Pacific Adventures (PJ-708)**

The Eastern mystique. A musical portrait of the Far East with the soothing sounds of koto, wooden flute and other traditional oriental instruments. 10 hours

### **Polynesian (PL-166)**

This library of "island music" creates warm images of the South Pacific. Most of this music actually recorded in Tahiti. 10 hours

### **Latin America (LL-166)**

Festive, romantic sounds of Latin America. A wide variety of music, including the cha-cha, rumba, samba, bolero, tango and bossa nova. 10 hours

### **Fiesta (F-807)**

Bright brass and guitar, Mariachi band sounds, blended with other festive music associated with "south of the border." 8 hours

### **Tequila I and II (TQ-409, TQ-410)**

Authentic Mexican music with the memorable beat of real Mexican ballads, Mariachi songs, rhythmic Salsa and more in a surprising variety of styles, bands and instruments. 4.5 hours each

### **Sacred Instrumental (SL-267)**

Predominantly organ music provides subtle musical strains in this library designed for hospital chapels, religious institutions and funeral homes. 6 hours

### **Easy Jazz (to be released)**

Smooth, background jazz with a broad-based appeal from original artists. Acoustic piano, trios, combos, and mellow vocals. 12 hours

### **Christmas Choral (VX-167)**

Beautiful, smooth music. Every third title a Christmas favorite. 10 hours

### **Classical Christmas (UX-158)**

A "touch of elegance," adding grace and beauty to the Christmas season. Classically-styled Christmas music mixed with other fine classical pieces. 8 hours

### **Season's Greetings (SG-349)**

Contemporary sounds of the holidays. Lively, happy, personable. 8 hours

### **Christmas Continuous (CX-167)**

Ideal for Christmas week. 80 renditions of the best-loved Christmas songs and carols. 4 hours

### **Christmas Memories (XM-603)**

Homey, traditional sounds of Christmas. Timeless, smooth original artist songs. 4 hours

### **Mistletoe & Holly (MH-206)**

All-time favorite Christmas music on the lighter side. Happy, recognizable sounds from hit recording artists. 4 hours